

ORDER



Orders
Order / Rev: 168434
Alt Order #: 06861063
Product Desc: Nine days
Estimate: 313
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Stevens Reed Curcio & Potholm
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 Union Street Ste. 200
 Alexandria, VA 22314-3219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Reform NM Now
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 10/25/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	74	\$56,500.00	\$48,025.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	74	\$56,500.00	\$48,025.00	0.00
Totals	74	\$56,500.00	\$48,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/29/12	11/02/12	News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	\$600.00	1	0.00	NM	5	\$3,000.00
EYEWIT NW TDY1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$600.00		0.00			
2	All	10/29/12	11/02/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	7	\$850.00	1	0.00	NM	7	\$5,950.00
EYEWIT NW TDY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					7	\$850.00		0.00			
3	All	11/05/12	11/06/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	MT-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWIT NW TDY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$850.00		0.00			
4	All	10/29/12	11/02/12	M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	10	\$850.00	1	0.00	NM	10	\$8,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					10	\$850.00		0.00			
5	All	11/05/12	11/06/12	M-F Today Show	CM	M-F 7a-9a	MT-----	:30	6	\$850.00	1	0.00	NM	6	\$5,100.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					6	\$850.00		0.00			

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Advertiser: Reform NM Now
 Product Desc: Nine days
 Estimate: 313

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	All	10/29/12	11/02/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$400.00		0.00			
7	All	11/05/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MT-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
EYEWIT-4 MIDDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					1	\$400.00		0.00			
8	All	10/29/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$400.00		0.00			
9	All	10/29/12	11/02/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWITNS NEWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$850.00		0.00			
10	All	10/29/12	11/02/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
EYEWITNS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$1,100.00		0.00			
11	All	10/29/12	11/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	5	\$1,400.00	1	0.00	NM	5	\$7,000.00
EYEWITNS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$1,400.00		0.00			
12	All	10/29/12	11/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MTWTF--	:30	10	\$500.00	1	0.00	NM	10	\$5,000.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					10	\$500.00		0.00			
13	All	11/05/12	11/05/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p M-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----					2	\$500.00		0.00			
N 14	All	10/29/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--					5	\$850.00		0.00			
N 15	All	11/05/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MT-----	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	MT-----					2	\$850.00		0.00			
Totals													74	\$56,500.00
*Tax 1 Note: ABQ 7%.														

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